



AirAsia  
Foundation

## Press Release

**FOR IMMEDIATE RELEASE**

### **AirAsia Foundation Offers New Platform for Asean Social Enterprises**

**Selangor, 17 November 2017** - The philanthropic arm of AirAsia Group, AirAsia Foundation, marches into the holiday season with the official launch of its first social enterprise pop-up shop at klia2. Named 'Destination: GOOD', the store retails thoughtfully selected social enterprise gift items from around the region.

Opened as a joint collaboration with Malaysia Airports, Destination: GOOD pop-up@klia2 aims to create a unique shopping experience for travellers passing through the terminal. Reflecting klia2's position as AirAsia's home base and the airport serving the widest Asean network, Destination: GOOD carries over 200 products, sustainably produced by 25 Asean social enterprises. Selection includes organic produce, stationery, accessories and home décor that fund good causes.

Among homegrown social enterprises whose products are available at the store are Malaysian Unity of Cultures (MUOC), Bingka KL and Batik Boutique. From Asean, the store features selections from Selaka Kotagede silversmiths from Indonesia, Rags2Riches artisans from the Philippines, Folkcharm weavers from Thailand and Zo Project paper-makers from Vietnam.

**AirAsia Foundation Executive Director, Ms Yap Mun Ching** said, "Since 2012, we have awarded 19 grants for social enterprises to expand their businesses. While doing this, we realised that many of them needed help to reach new markets. With this partnership with Malaysia Airports, we are able to provide the social enterprises with an international platform, while jointly marking ASEAN's 50<sup>th</sup> anniversary in a meaningful way."

In keeping with the upcoming season of giving, AirAsia Foundation is also introducing four GOOD boxes filled with goodies from its wide range of gift items. Retailing at only RM100 or USD25 per box, shoppers can choose from different themes of Travelling, Dressing, Playing, and Cooking. Available from today while stock lasts, passengers travelling from klia2 can purchase the GOOD boxes as the ideal gifts for their family and friends. AirAsia guests will also be able to purchase the GOOD boxes on board ROKKI shop from Dec 1, 2017.

Supporting the initiative, **Datuk Badlisham Ghazali, Managing Director of Malaysia Airports** said, "Destination: Good's main objective of providing platforms for ASEAN social enterprises certainly resonates well with Malaysia Airports' on several levels. We look at this collaboration as an extension of our CSR efforts to support enterprises from our neighbouring countries. This collaboration also marks yet another initiative by both the airlines and airport operator to improve total airport experience for our passengers."

For more information about AirAsia Foundation, please visit [airasiafoundation.com](http://airasiafoundation.com) or follow the Facebook page [facebook.com/AirAsiaFoundation](https://facebook.com/AirAsiaFoundation).

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## **About AirAsia Foundation**

AirAsia Foundation is the philanthropic arm of the AirAsia Group. Established in 2012, it aims to support the growth of social enterprises in Asean through grant funding, business mentorship and connecting its beneficiaries to the AirAsia network. It has to date awarded social enterprises grants to 19 organisations in seven countries. In 2015, AirAsia Foundation became the first corporate foundation to be accredited as a civil society organisation by the Association of Southeast Asian Nations (ASEAN).

## **About AirAsia**

AirAsia, the world's leading low-cost carrier, services an extensive network of over 120 destinations across Asia Pacific. Since starting operations in 2001, AirAsia has carried more than 400 million guests and grown its fleet from just two aircraft to over 200. The airline is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand and the Philippines as well as India and Japan, servicing a network stretching across Asia, Australia and New Zealand, the Middle East and the US. AirAsia has been named the World's Best Low-Cost Airline at the annual Skytrax World Airline Awards nine times in a row from 2009 to 2017. AirAsia was also awarded World's Leading Low-Cost Airline for the fourth consecutive year at the 2016 World Travel Awards, where it beat a field of full-service carriers to become the first ever low-cost carrier to win World's Leading Inflight Service.

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